

APPROVED SIGN AREA SUMARY  
6,928 s.f. = TOTAL APPROVED SIGN AREA  
FOR BUILDINGS 1-9, 12 and 13

EXISTING SIGNS TO REMAIN

	Allowed	Actual (approx)
5	566 s.f.	230 s.f.* + 64 s.f. on Pylon
6	605 s.f.	246 s.f.* + 64 s.f. on Pylon
7	286 s.f.	116 s.f.*
8	645 s.f.	262 s.f.* + 64s.f. on Pylon
9	264 s.f.	109 s.f.*
12	649 s.f.	649 s.f.**
13	874 s.f.	874 s.f.**

TOTAL 3,889 s.f. 2,678 s.f.

\* From survey of existing signage  
\*\* Max. sign area previously approved

EXISTING SIGNS TO BE REMOVED

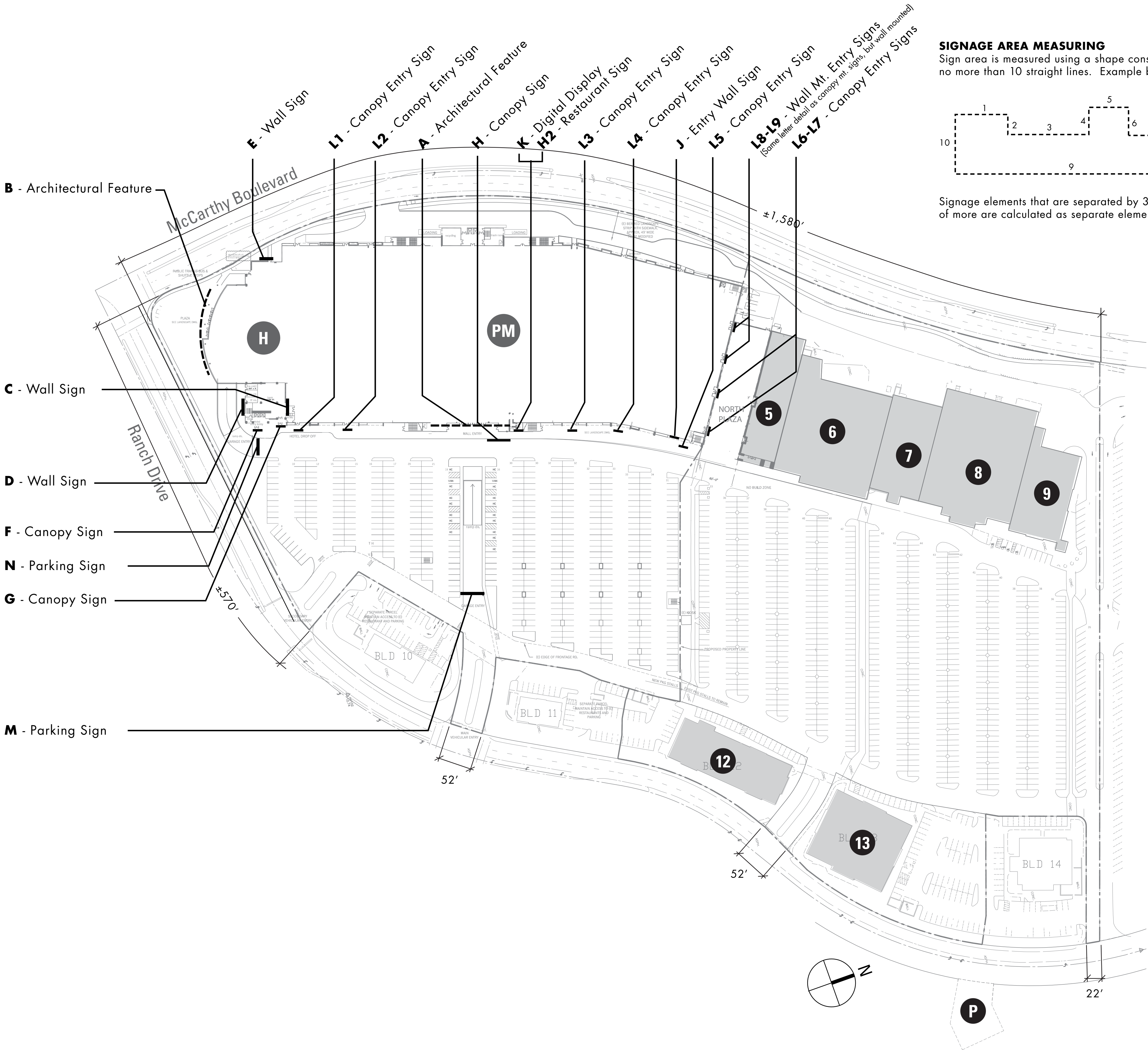
1	756 s.f. (692 s.f. wall + 64 s.f. on Pylon)
2	635 s.f. (571 s.f. wall + 64 s.f. on Pylon)
3	632 s.f. (568 s.f. wall + 64 s.f. on Pylon)
4	1,015 s.f. (951 s.f. wall + 64 s.f. on Pylon)

3,038 s.f. TOTAL TO BE REMOVED

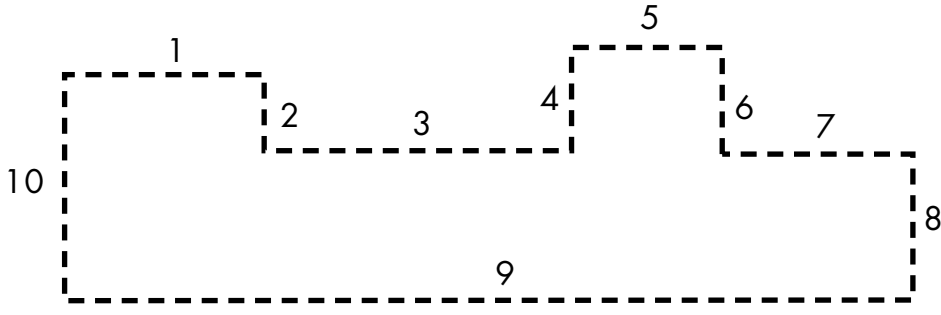
P EXISTING PYLON - To be remodeled or Redesigned to include "Milpitas". 45' Tall. 450 s.f.







**SIGNAGE AREA MEASURING**  
Sign area is measured using a shape consisting of no more than 10 straight lines. Example below.



Signage elements that are separated by 36" of more are calculated as separate elements.

<b>SIGN AREA CALCULATION</b>		
Total Frontage	2,276	
Allowable Area	4,552	(Frontage x2)
25% Additional for Shopping Center	1,138	
<b>Total Allowable Area</b>	<b>5,690</b>	

<b>REALLOCATION OF SIGN AREA BY % OF FLOOR AREA – MALL, HOTEL, BLDGS 5-9</b>			
Tenant	Floor Area	Allow. Sign Area	Prop. Sign Area
PM-Mall	284,587	2,978	732
H-Hotel	171,959	1800	2,045
5	11,670	122	122
6	25,416	266	266
7	12,000	126	126
8	27,100	284	284
9	11,000	114	114
P (Pylon)			450
<b>TOTALS</b>	<b>555,842</b>	<b>5,690</b>	<b>4,139</b>

<b>SIGN AREA BLDGS. 12-13</b>			
12	NA	649	**
13	NA	874	**
** Allowances are per existing City approval. Buildings 12 and 13, although on the same parcel, have their own separate signage areas. Frontages for Bldgs 12 and 13 are not included in the frontage calculation above.			

<b>PROPOSED ARCHITECTURAL FEATURES &amp; SIGNAGE</b>			
<b>PM-MALL</b> (included in sign area calculations)			
Sign Type	Window Graphic Area	Proposed Sign Area	
A - Window Graphic	2,357 (54% of window area)		
B - Window Graphic	1,336 (27% of window area)		
G - Canopy Sign		40	
H - Canopy Sign at Main		162	
H2 - Wall Sign at Main		150	
J - Entry Wall Sign		100	
K - Digital Display		280	
<b>TOTAL PROPOSED</b>	<b>3,693</b>	<b>732</b>	

<b>H-HOTEL</b> (included in sign area calculations)			
Sign Type	Arch. Feature Area	Proposed Sign Area	
C - Wall Sign - Hotel		750	
D - Wall Sign - Hotel		750	
E - Wall Sign- Hotel		470	
F - Canopy Sign		75	
<b>TOTAL PROPOSED</b>	<b>0</b>	<b>2,045</b>	

<b>PYLON SIGN</b>			
Sign Type	Proposed Sign Area		
P - Pylon Sign	450		

Sign area on the existing pylon currently entitled to existing buildings 1-5 is to be reallocated to the Mall and Hotel.

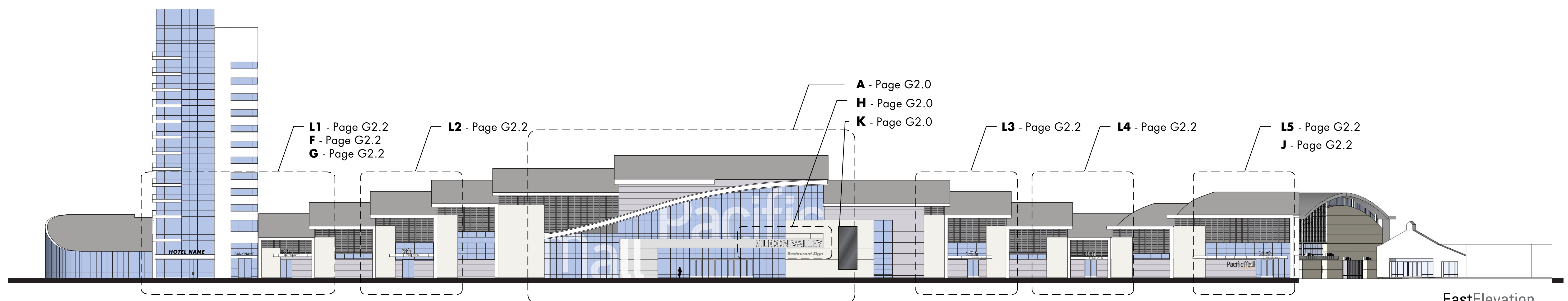
The existing pylon sign is to be remodeled or redesigned and will include "Milpitas". The "Milpitas" message will not reduce otherwise allowable signage area and will not affect previously approved signage areas, sizes or allocations.

<b>DIRECTIONAL SIGNAGE</b> (NOT included in sign area calculations)			
L - Canopy Entry Signs			
M - Parking Sign			
N - Parking Sign			

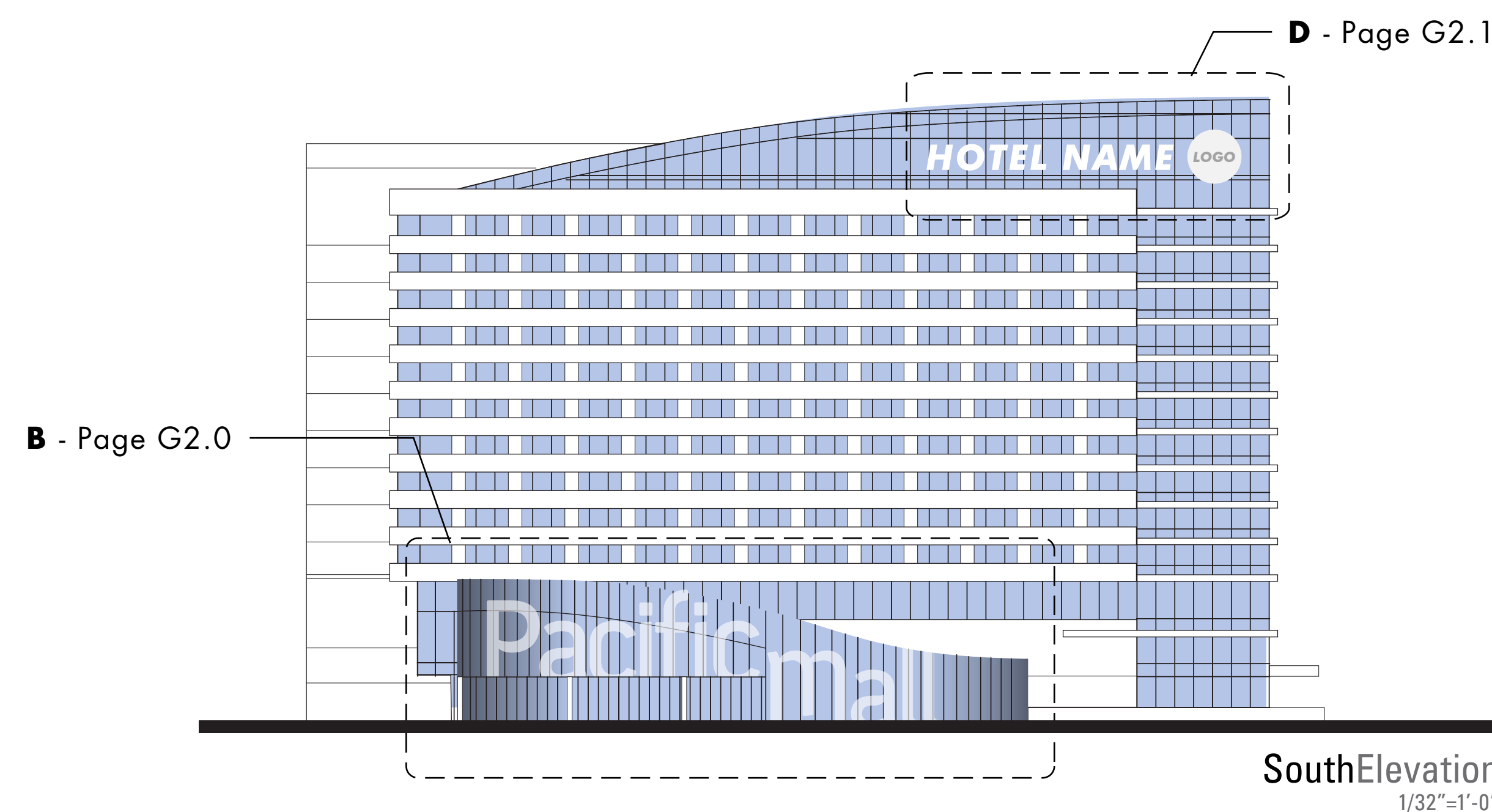




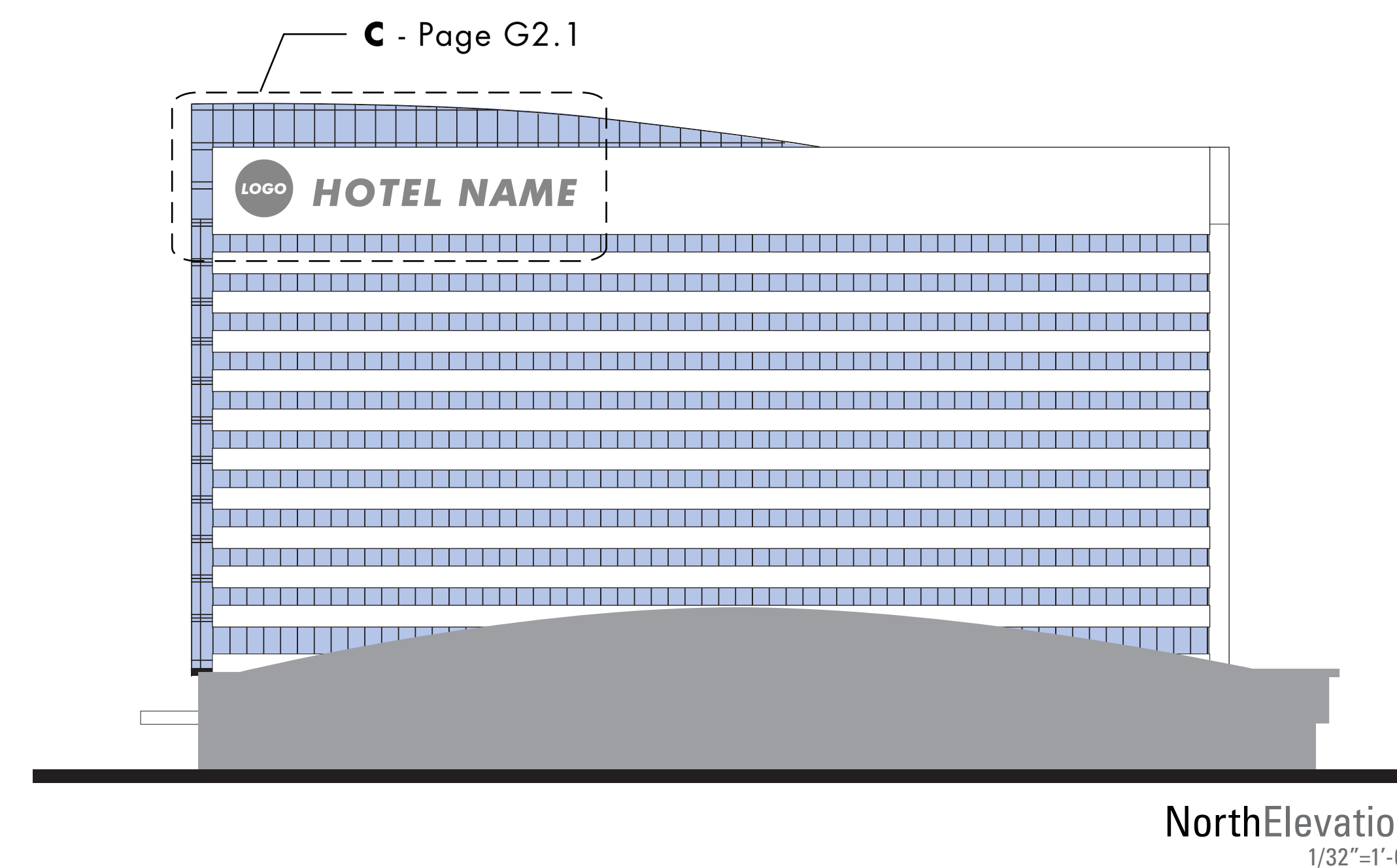
WestElevation  
1/32"=1'-0"



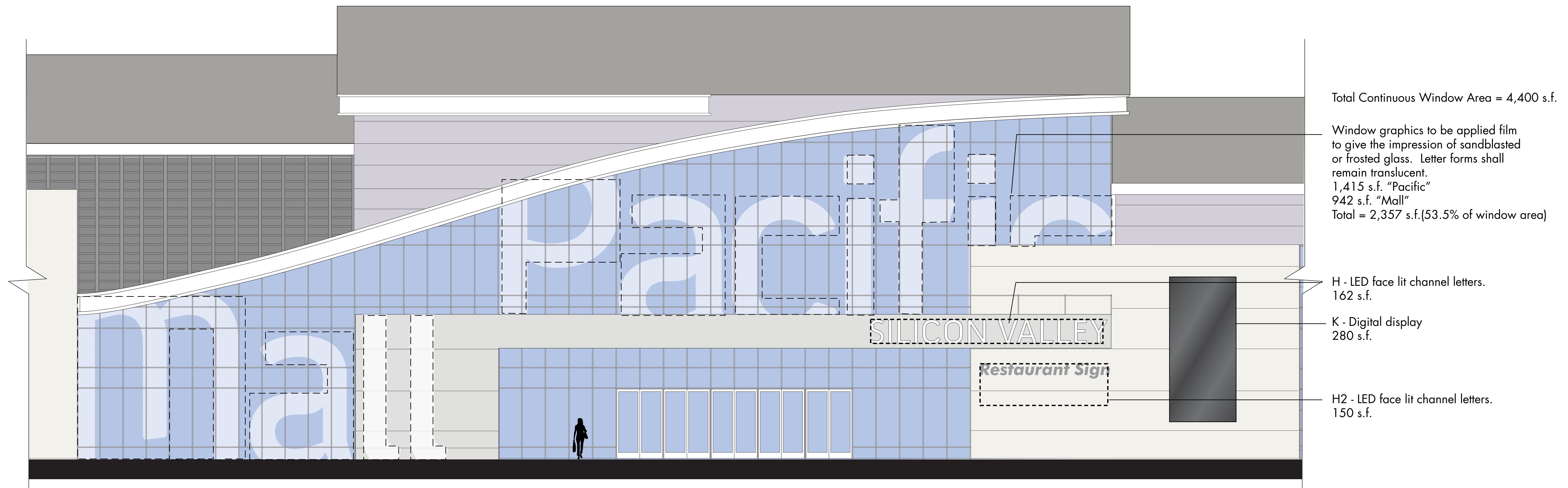
EastElevation  
1/32"=1'-0"



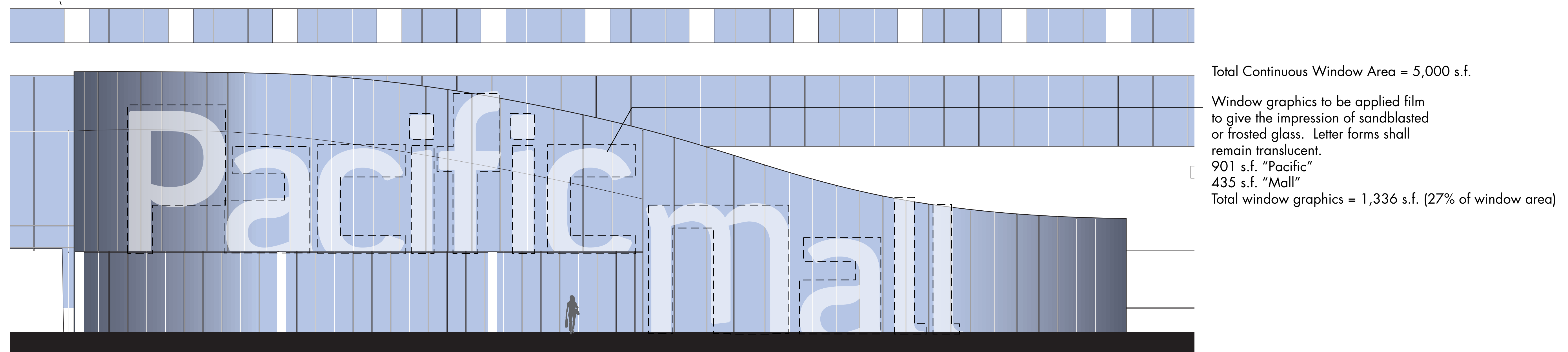
SouthElevation  
1/32"=1'-0"



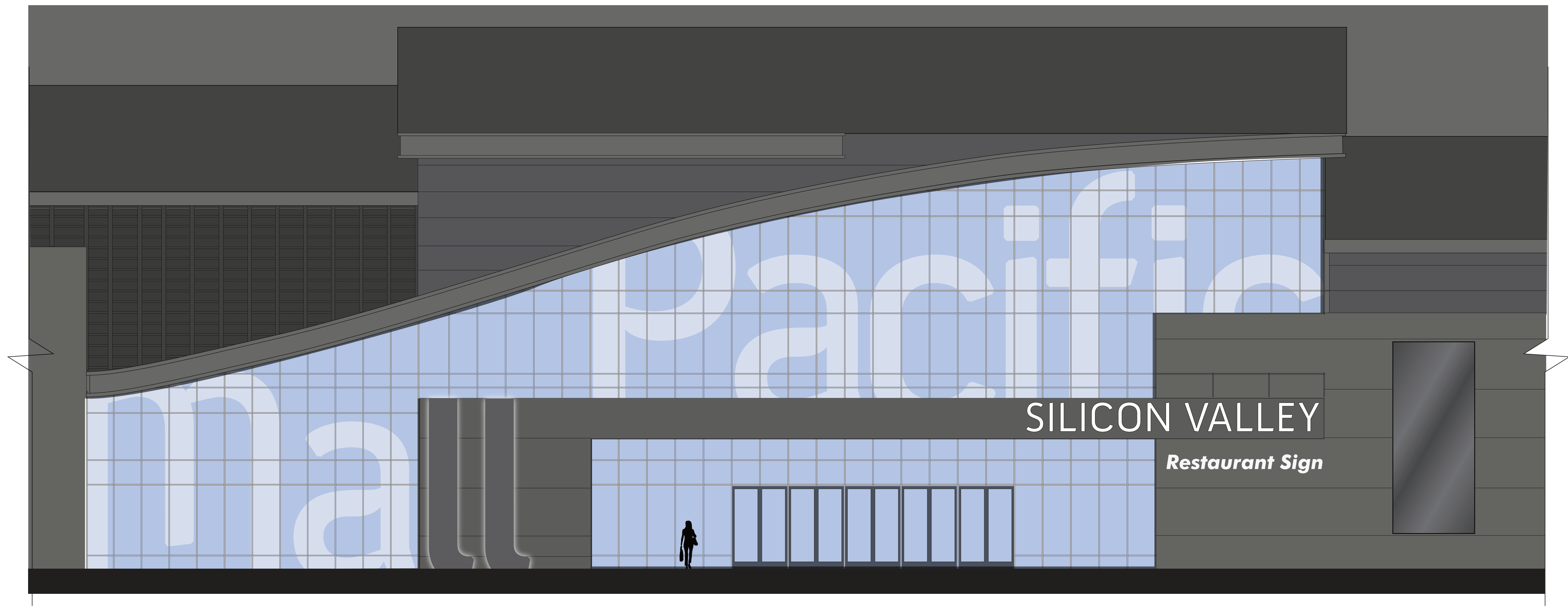
NorthElevation  
1/32"=1'-0"



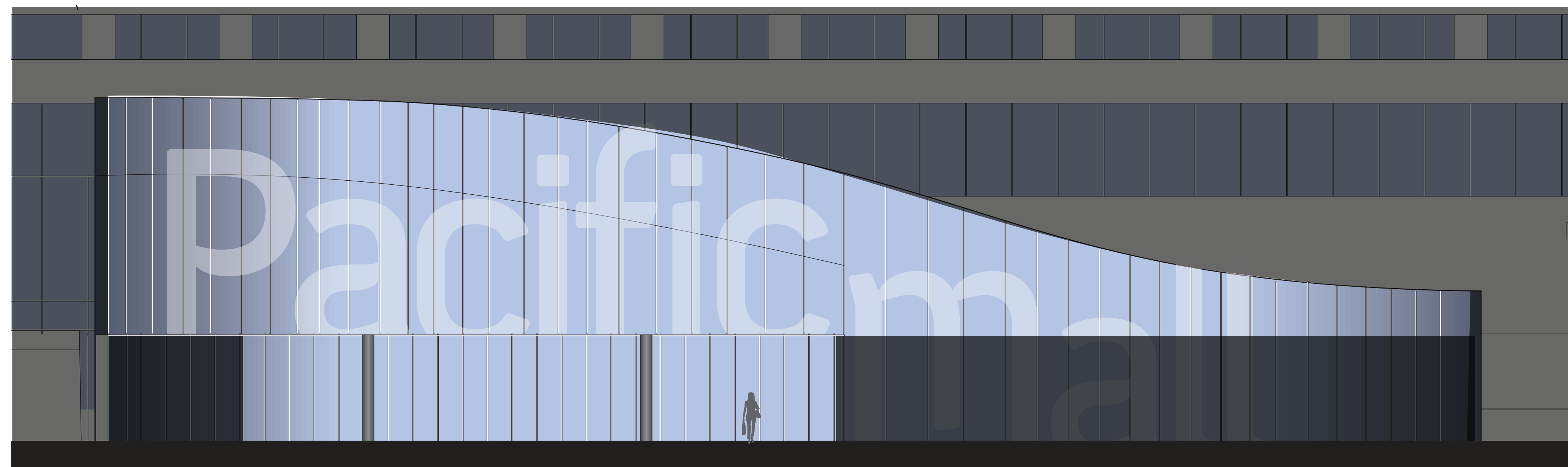
A, H, K - Architectural Feature, Canopy Signage & Digital Display  
 1/8"=1'-0"



B - Architectural Feature  
 Partial South Elevation  
 1/8"=1'-0"



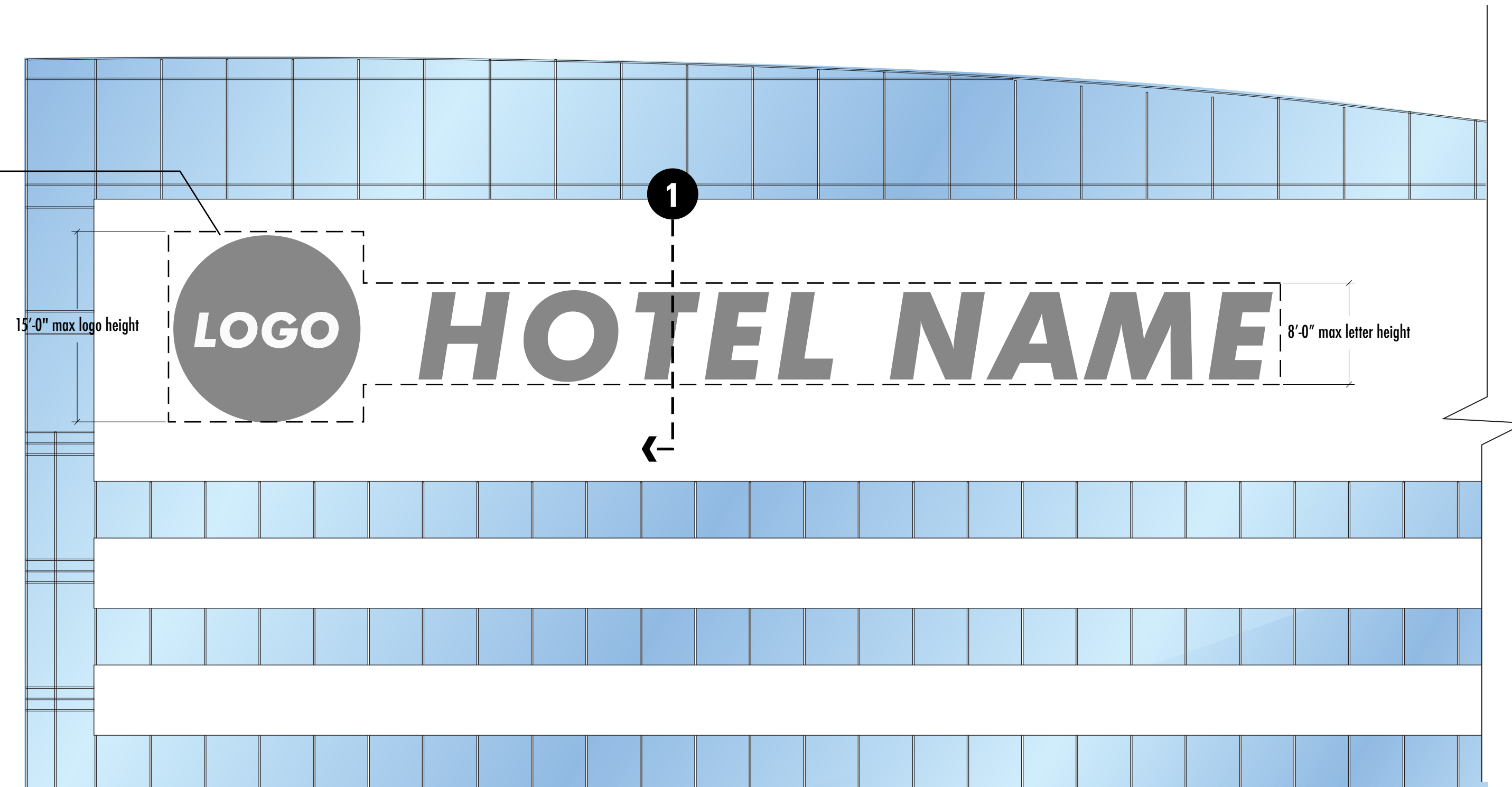
A, H, K - Architectural Feature, Canopy Signage & Digital Display  
1/8"=1'-0"



B - Architectural Feature  
Partial South Elevation  
1/8"=1'-0"

LED face lit  
channel letters  
and logo.  
8' max letter height.  
15' max. logo height.

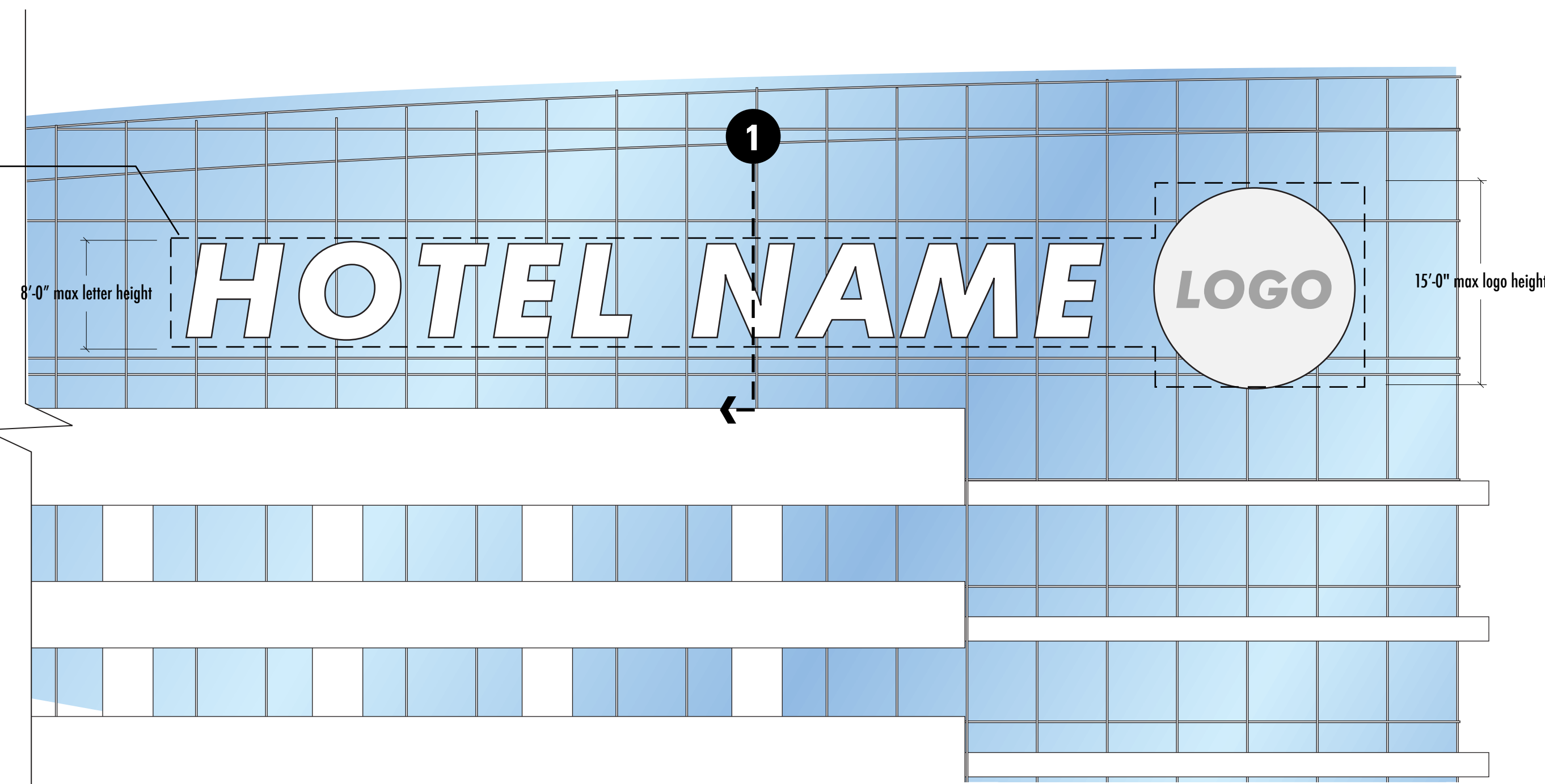
750 s.f. max



**C - Wall Sign**  
North Top of Hotel Tower  
1/8"=1'-0"

LED face lit  
channel letters  
and logo.  
8' max letter height.  
15' max. logo height.

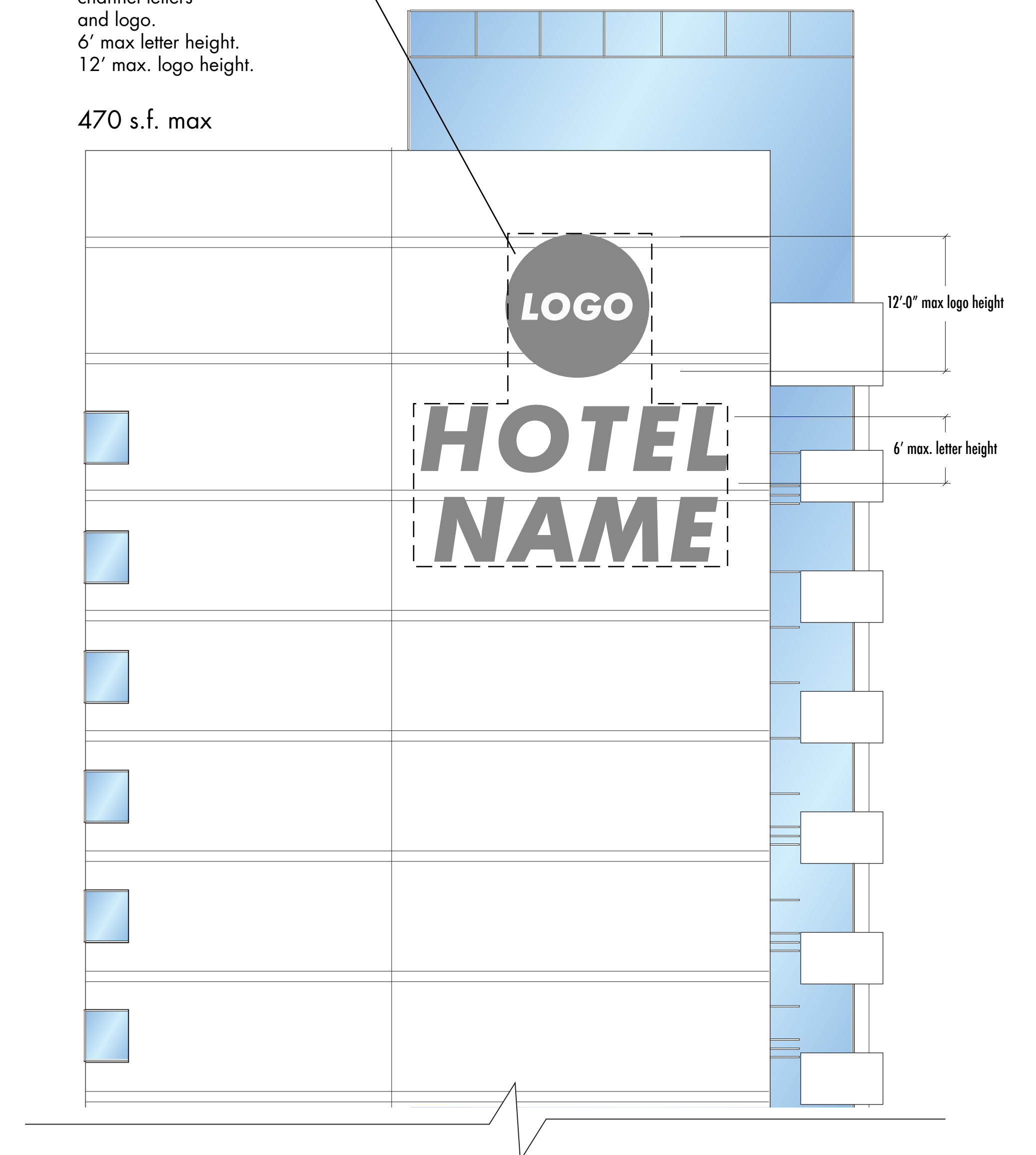
750 s.f. max



**D - Wall Sign**  
South Top of Hotel Tower  
1/8"=1'-0"

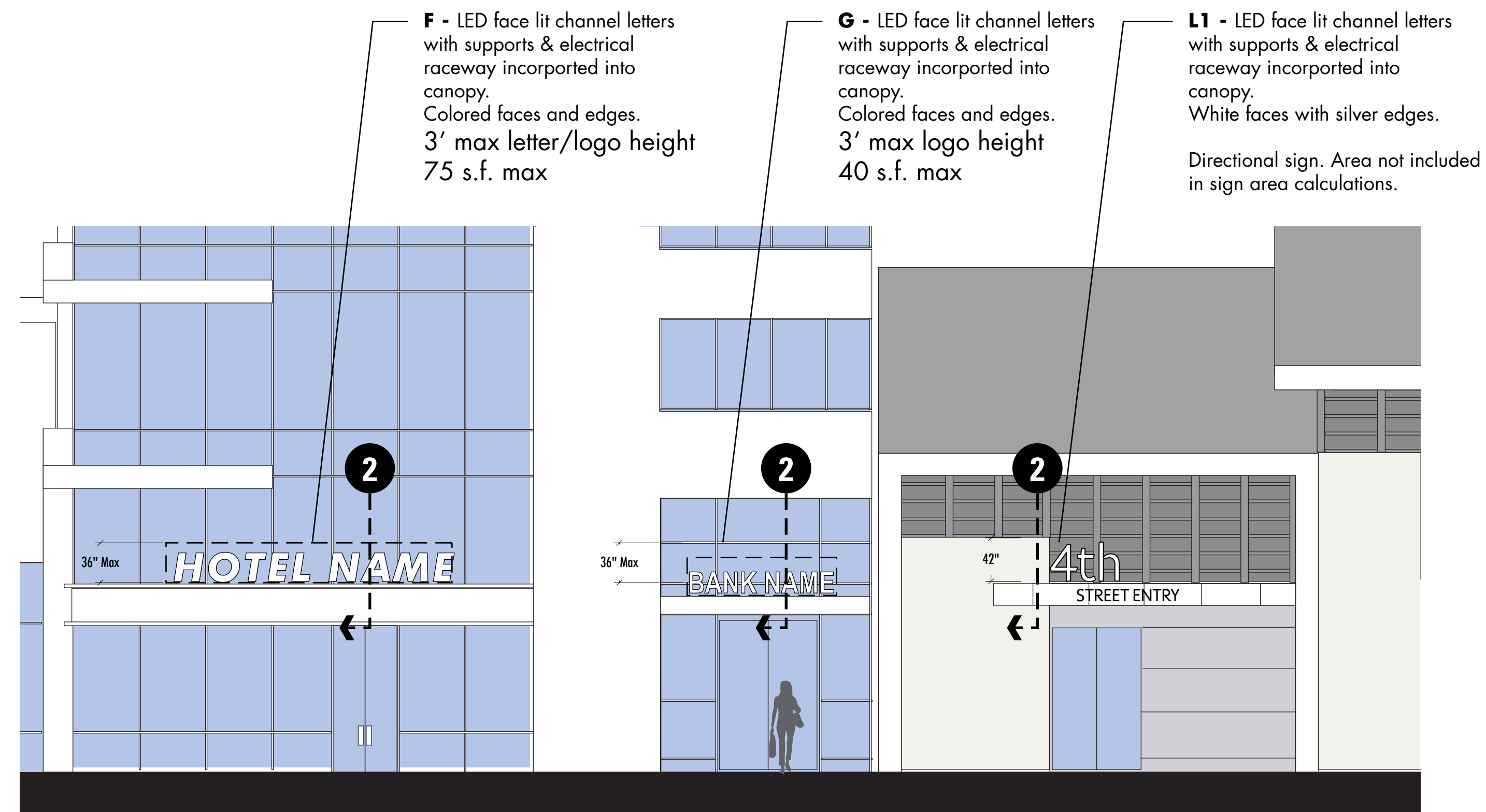
LED face lit  
channel letters  
and logo.  
6' max letter height.  
12' max. logo height.

470 s.f. max

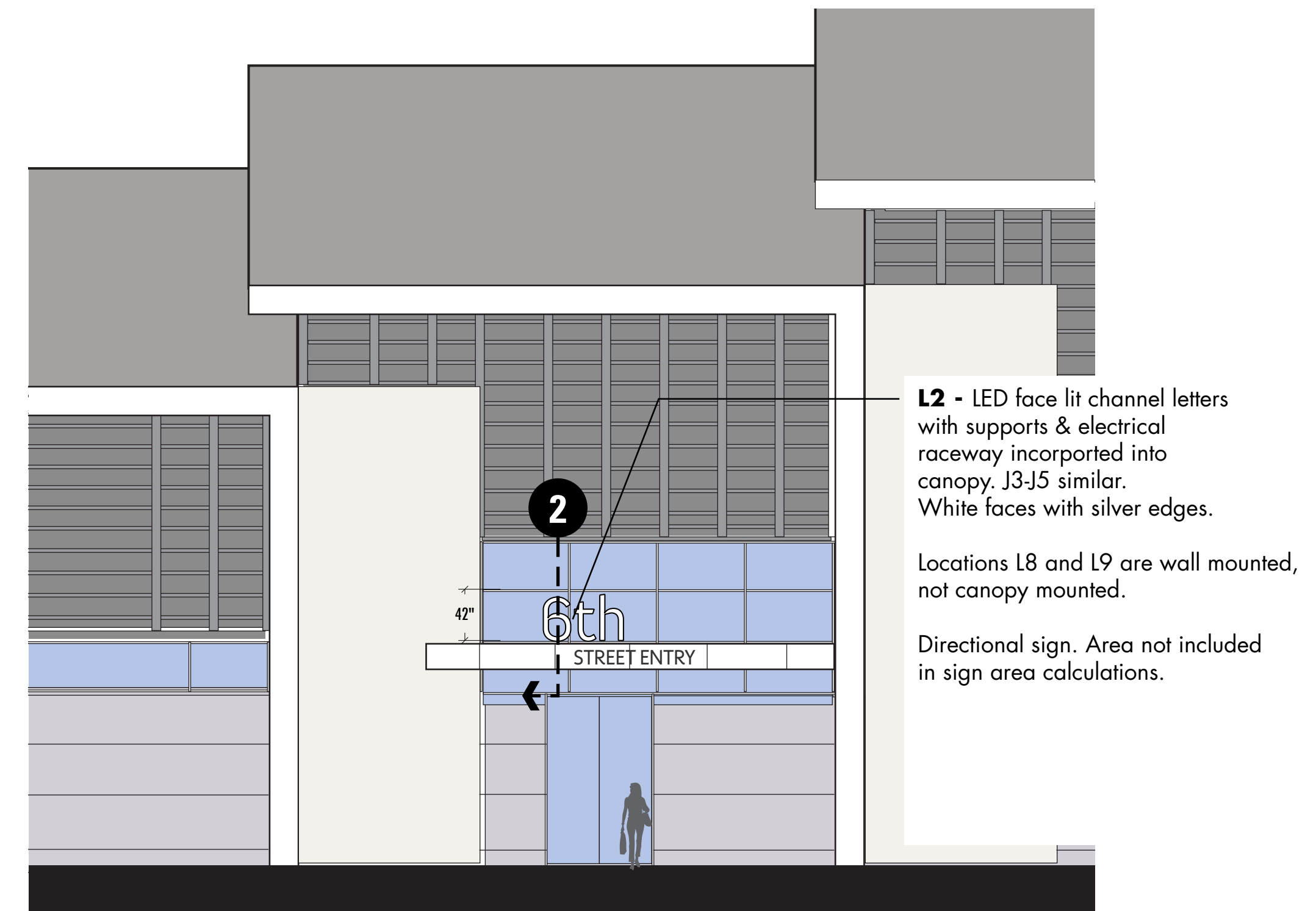


**E - Wall Sign**  
West Top of Hotel Tower  
1/8"=1'-0"

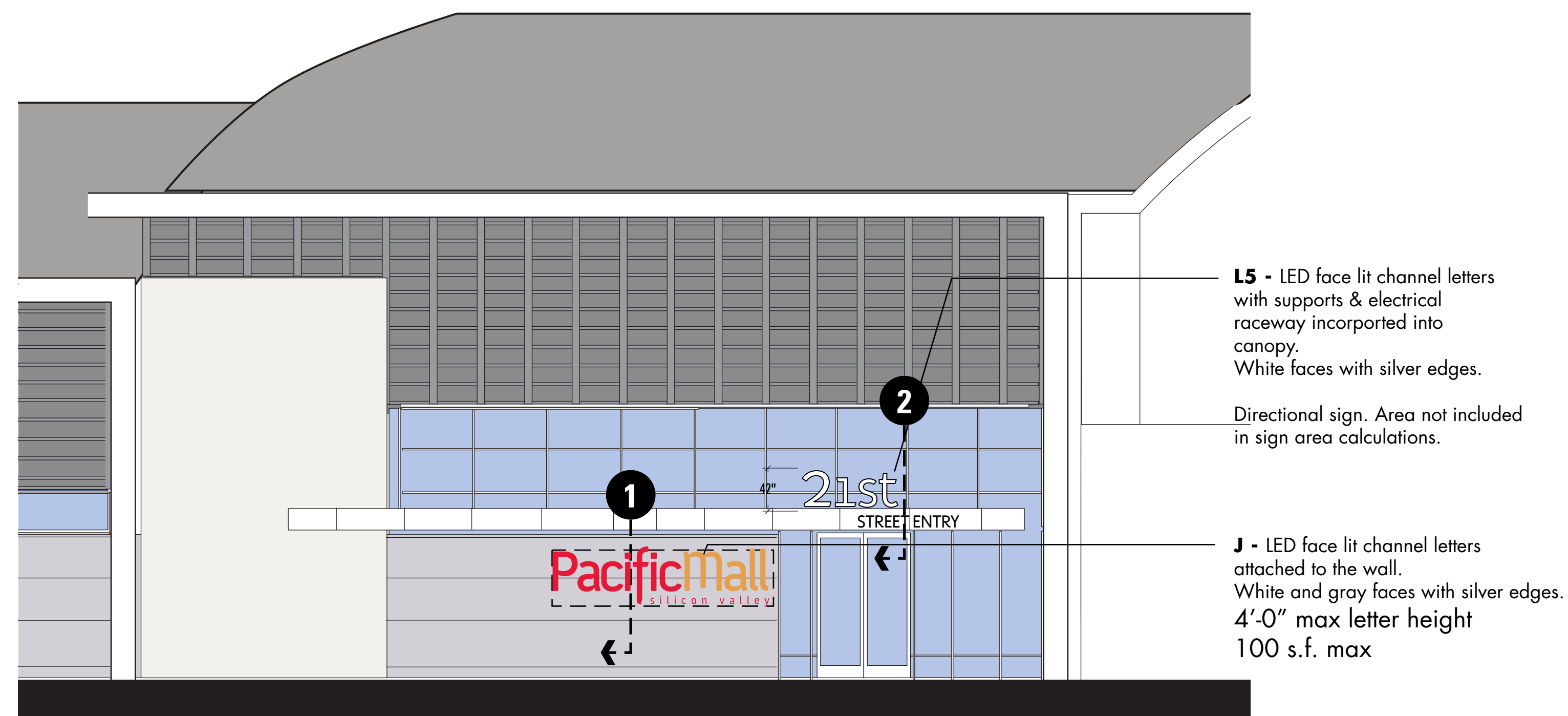




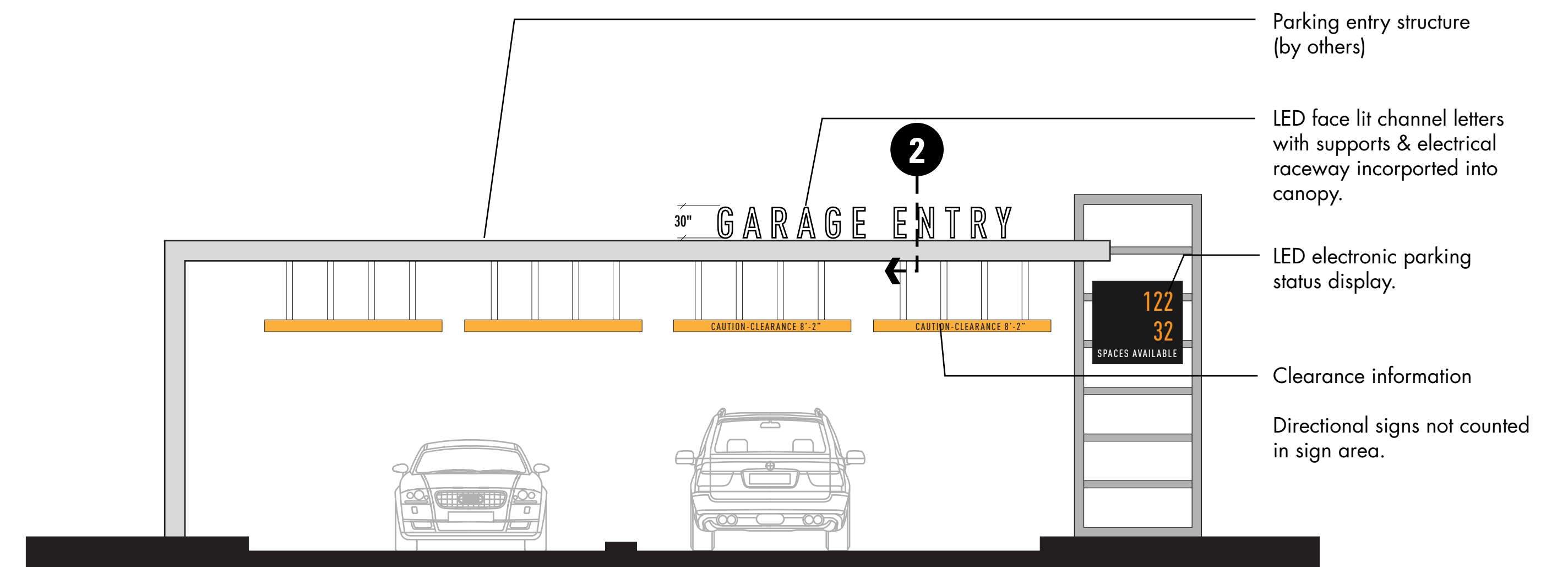
**F, G & L1**  
Partial Elevation  
1/8"=1'-0"



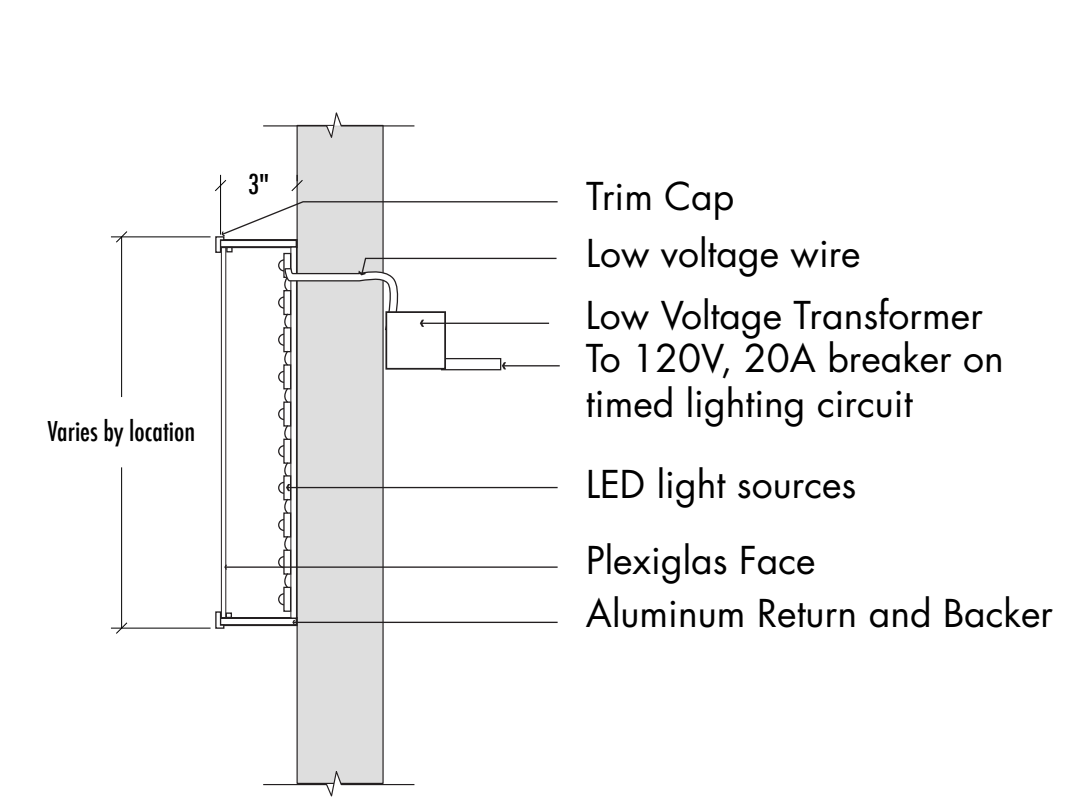
**L2 (L3-L9 Sim.)**  
Typical Entry  
1/8"=1'-0"



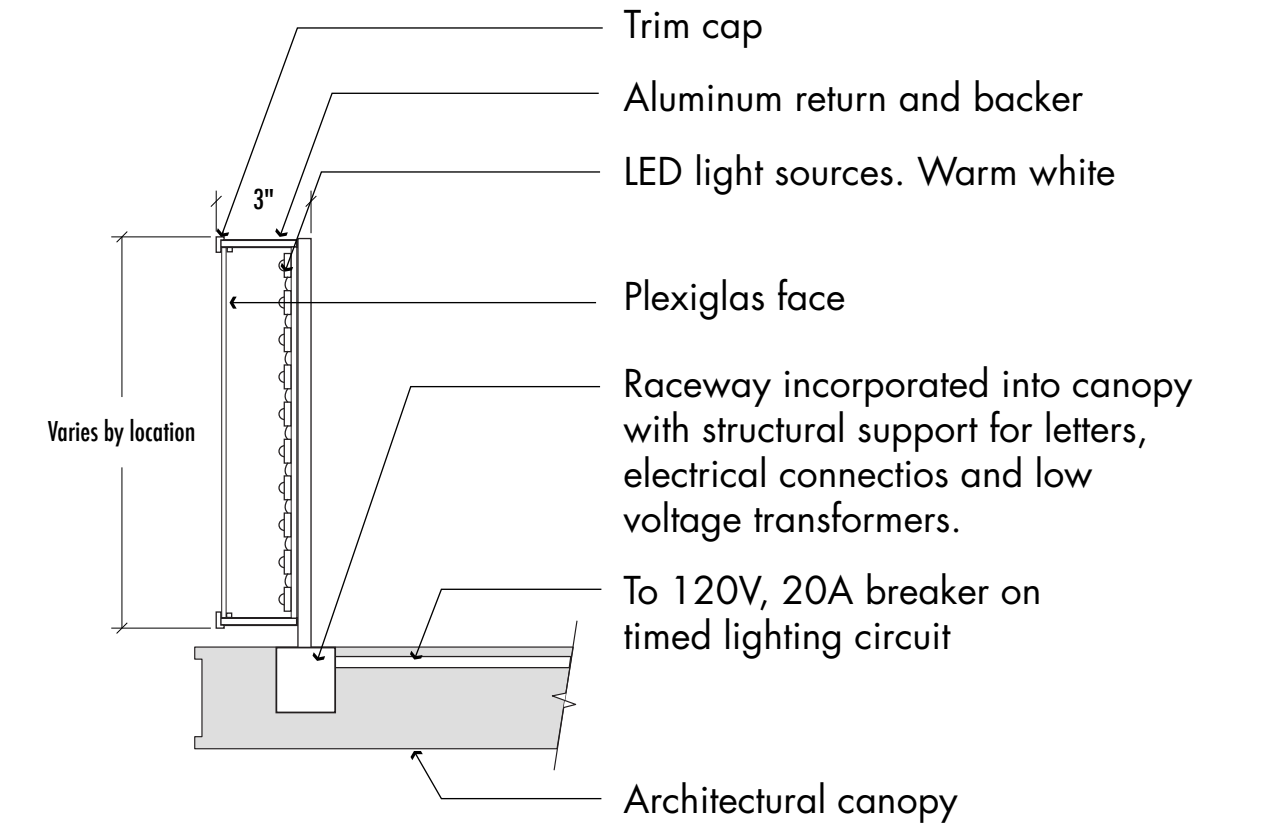
**L5 & J**  
21st Street Entry  
1/8"=1'-0"



**M & N - Garage Entry Concept**  
1/4"=1'-0"



**1** Typical Channel Letters  
Wall Mount  
1-1/2"=1'-0"



**2** Typical Channel Letters  
Canopy Mount  
1-1/2"=1'-0"